



Exercise 2.5

Interface Moneymakers



Edibles plants and herbs, decorative items for wreaths and floral displays, tourism opportunities such as bed-and-breakfasts, hunting leases, and pulp and timber are examples of income-generating opportunities available to interface landowners. This exercise helps participants discuss the opportunities that are practical for their regions.

Objectives: Participants will be able to do the following:

1. Identify opportunities for generating income from forested lands in addition to those available from selling timber.
2. Improve understanding of marketing and liability issues associated with income opportunities.

Materials:

Fact Sheet 2.2: Generating Income from Interface Forests
Presentation 2.2
Flip-chart paper
Markers

Time: 20 minutes to facilitate group discussion

1. Post on a wall five pieces of flip-chart paper labeled with the following forest product categories: timber, edibles, herbs, decorative, and tourism.
2. Divide the group into five small groups and assign one to each category. Ask each group to list as many products as they can that fit into that category. Inform them that this activity will help them think about the many different income opportunities that exist.
3. After 2 minutes, ask groups to rotate to the next flip-chart paper and continue listing products in this new category. (Groups may need a minute to review what the last group wrote before they add new items.)
4. Rotate the groups through all five stations and then facilitate a discussion based on the following questions, which can be found in **Presentation 2.2**:
 - Ask participants to share their experiences with *interface* landowners generating income from any of the products (positive and negative experiences can be encouraged). What resources and information should your agency provide to encourage successful ventures?

- What perceptions and constraints are barriers to landowners launching these enterprises?
- Marketing and liability concerns are important to any successful business. Ask for examples of landowners who have successfully addressed these concerns and see if there are any lessons to be shared.

Summary

A number of possibilities exist for landowners who are able to take advantage of markets and opportunities. The opportunities for generating income may be different than the options for rural landowners. Each region will have a unique set of opportunities. Resource professionals should be prepared to inform and advise landowners of their options.